

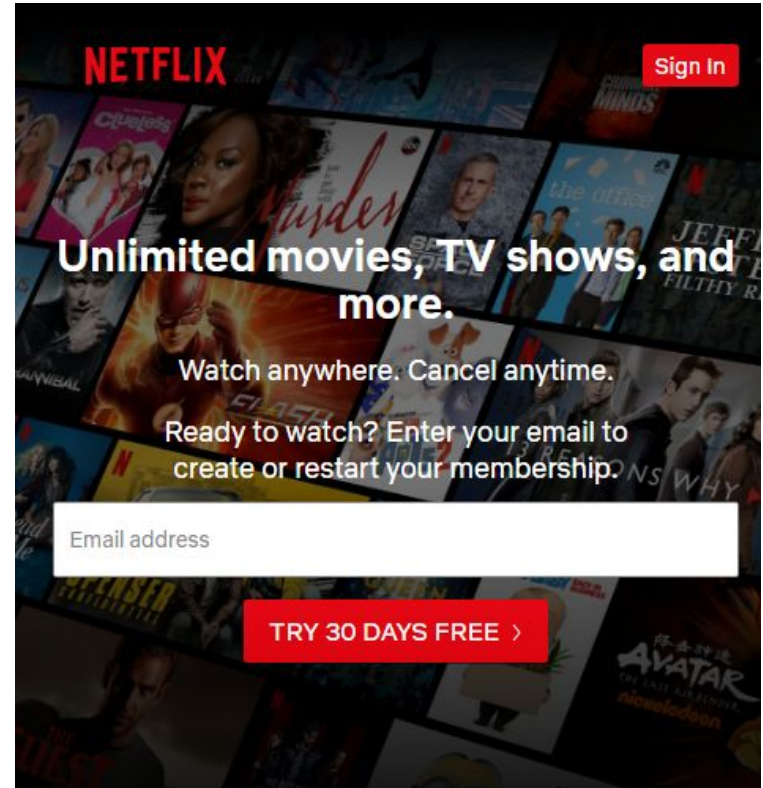
# **The Complete Facebook Ad Copy + Creative Guide**

# Marketing 101

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Keep your ads simple! Grab the users attention with your **VISUAL** (image/video). Let customers know your **VALUE PROPOSITION** and why it is **RELEVANT** to them. Tell your customers what you want from them with a clear **CALL TO ACTION**. When possible, include your brand name and/or logo in your ad creative and/or ad copy to build your **BRAND AWARENESS**.

Look at this **PERFECT** Netflix ad example!



# Selling With Facebook Ads

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People are not going to Facebook/Instagram to buy things!

They are going on Facebook to connect with friends or family or interests they love!

**Start treating your ads like you are communicating with friends!**

My Highest Facebook Ads ROAS (Return on Ad Spend)

=

Provide Value + Build Relationships + Promote/Sell Only **10%** of the Time

# **The 4 Elements of a Perfect Facebook Ad**

# The 4 Elements of a Perfect Facebook Ad

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- **VISUAL** - Is the ad visually appealing and professional looking?
- **RELEVANCE** - Is the ad relevant to this target market? Do they care about your offering?
- **VALUE PROPOSITION** - Are you offering enough value for the potential customer to take action?
- **CALL-TO-ACTION** - Are you asking for what you want with a strong CTA? Try to focus on a ONE call to action per ad (i.e. a SINGLE goal as to not confuse your potential customer).

# EXAMPLE: The Perfect Ad

- **VISUAL** - The visual is clear, simple, and appealing to people who like wine!
- **RELEVANT** - I like and frequent wine based sites. BOOM! Nice work for this ad targeting and relevance.
- **VALUE PROPOSITION** - Bottles start at just \$13. AWESOME! If you don't like that, they offer another Value Proposition: "Enjoy \$20 Off Your First Box"
- **CALL-TO-ACTION** - The word "get" is a strong call-to-action. Tell your customer what you want them to do! "Get expertly curated wines..."



The advertisement features a clean, minimalist design. At the top, the Winc logo is displayed next to the word "Sponsored". Below this, a headline reads "Get expertly curated wines delivered to your door every month." Three bullet points with icons highlight key benefits: "Bottles start at just \$13.", "Shipping included.", and "No monthly commitment." The central visual is a photograph of a brown cardboard wine box with the Winc logo, sitting on a wooden surface next to a silver tray holding four different wine bottles. Above the photo, the text "Unbox. Uncork. Unwind." is written in a bold, sans-serif font. At the bottom, a promotional offer "Enjoy \$20 Off Your First Box >>" is shown, followed by a disclaimer about instant rebates and a "Learn More" button.

**Winc**  
Sponsored

Get expertly curated wines delivered to your door every month.

- 🍷 Bottles start at just \$13.
- 📦 Shipping included.
- 🗓️ No monthly commitment.

**Unbox. Uncork. Unwind.**

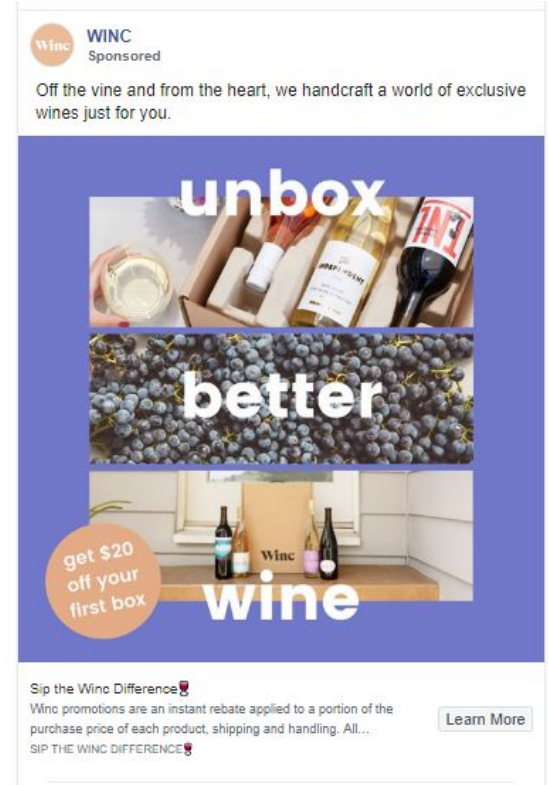
Enjoy \$20 Off Your First Box >>

Winc promotions are an instant rebate applied to a portion of the purchase price of each product, shipping and handling. All...  
WINC.COM

[Learn More](#)

# EXAMPLE: News Feed Ad

- **VISUAL** - High def photo, amazing attention grabbing bright colors.
- **RELEVANT** - Again, I like and frequent wine based pages. They did perfect targeting the interest “wine” which is probably getting them a near 10 Facebook relevance score!
- **VALUE PROPOSITION** - Great use of TEXT OVERLAY to state the value... “unbox better wine”!
- **CALL-TO-ACTION** - “Sip the Winc Difference” is a subtle Headline, but nice call-to-action letting me know exactly what I am getting when I click this ad.



# EXAMPLE: Carousel/Multi-Product Ad

- **VISUAL** - Alternating colors/products and clean crisp macro merchandise images in each carousel card.
- **RELEVANT** - They targeted brides... guaranteed high clicks here as this is super relevant targeting “recently engaged”!
- **VALUE PROPOSITION** - Every bride needs bridesmaids gifts... PLUS some of the slides offered XX% off with a coupon code.
- **CALL-TO-ACTION** - The “Shop Now” and “Sign Up” CTA button works great for my ads as they add a sense of urgency!

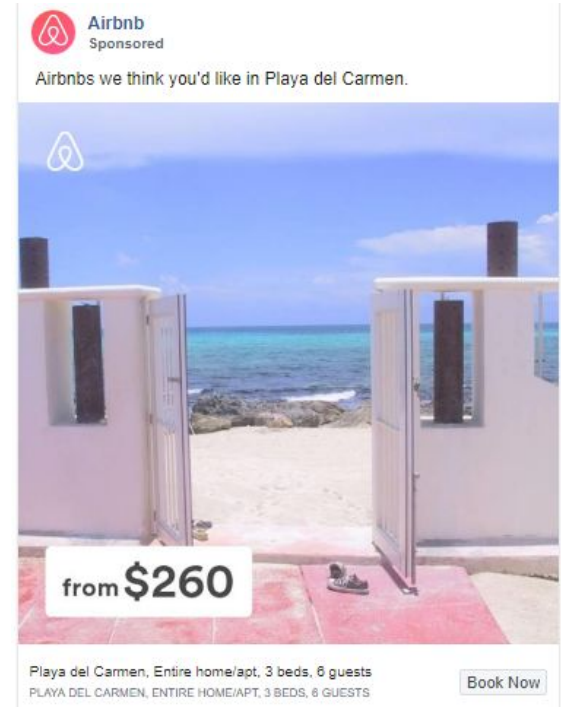




# EXAMPLE: Retargeting Ad

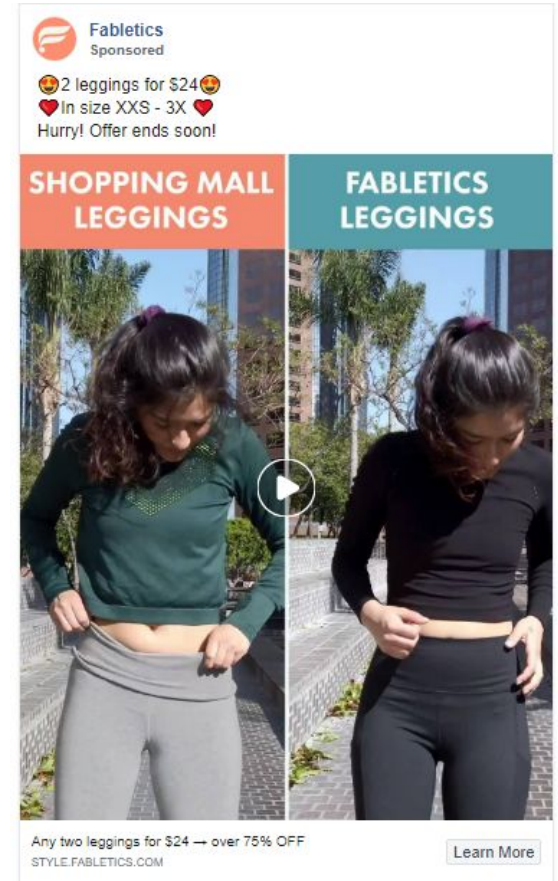
---

- **VISUAL** - High def photo of the property I looked at for booking on Airbnb.
- **RELEVANT** - I actually searched this listing! They got right to the point in the text and asked “Airbnbs we think you’d like in Playa del Carmen”... oh yes I would!
- **VALUE PROPOSITION** - A discounted price as a text overlay right on the photo!
- **CALL-TO-ACTION** - BOOK NOW... At this lower price... I better buy it out now!



# EXAMPLE: Boosted Post Ad

- **VISUAL** - Gorgeous, fit woman in the athletic gear. Perfect side by side comparison. Let your customers know what they will look like in your gear!
- **RELEVANT** - They targeted women with the interests Lululemon, yoga, and workout classes. Plus the video comparing leggings is also a nice way to capture a potential customers attention!
- **VALUE PROPOSITION** - 2 pairs of leggings for \$24! I love ads that use both the text and image for showing value.
- **CALL-TO-ACTION** - "Hurry! Offer ends soon!" The shopper will want to click asap to not miss the sale!



# Facebook Ad Copy

# Ad Copy 101

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**Ad Copy = Text in your Advertisement**

- Your Ad Copy should focus on the OUTCOME your buyer will obtain with your product/service.
- While stating your product/service FEATURES is important, your main focus should be on harnessing the powerful sales tactic of portraying the OUTCOME your product/service provides customers!

# Ad Copy 101

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Ad Copy should focus on the following **FOUR** factors:

1. **Outcome** - Play on your customers EMOTIONS! Brands who pair outcomes with human emotions will see very successful ads (i.e. solve a person's frustrations -- watch infomercials for examples of this!) People want to buy a SOLUTION to a problem they have!
2. **Credibility** - This can be via social clout (i.e. social media followers), testimonial videos, celebrity endorsements, total customers/sales/OUTCOMES (e.g. [300,000+ students](#))!
3. **Features** - What makes your product different/better and will ATTRACT your target market? State the facts, benefits, sales price (you can save on wasted clicks by stating the price upfront).
4. **Relevance** - Make your ad copy RELEVANT to who you are delivering your ad to. For example, I will state a common PROBLEM (picking up dog poop) my target market (interest = dogs) has that my product (hands-free scooper) is a SOLUTION to! Speak to who you are targeting, PERSONALIZATION wins (i.e. “Dog owners love this NO poo touch scooper!”)

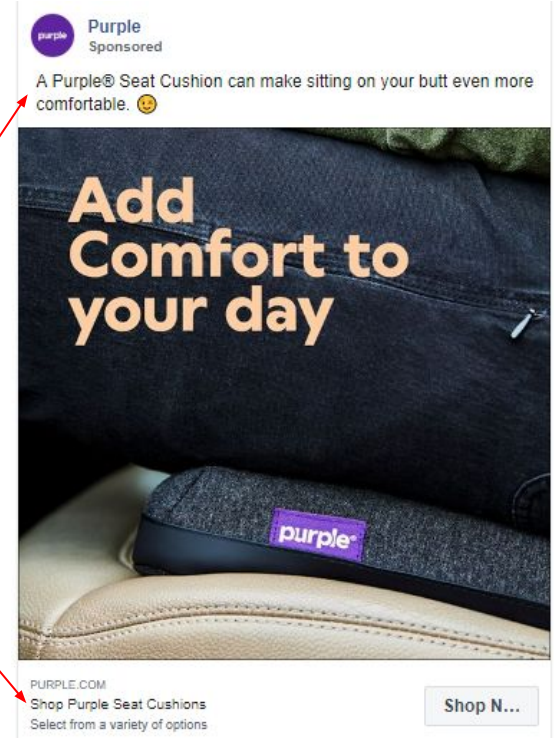
*\*\*\*Notice how my problem/solution ad copy example uses #1... SELL OUTCOMES!*

# Facebook Ad Copy Best Practices

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After running thousands of ads for our clients over the years, we have discovered the following ad copy guidelines work best:

- **Ad Text** = Less than 20 words, pique curiosity, sell the outcome, and include at least 1 emoji → My favorite for lists: <https://emojipedia.org/check-mark-button>
- **Ad Headline** = Less than 6 words, hook the user, and MAKE them want to click!
- ✓ Simple and straightforward works best!



# Facebook Ad Copy Best Practices

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- Test in BULK! You can test multiple variables at once in your Facebook ad campaign via the **Dynamic Creatives** feature (toggle “Dynamic Creative” on at the AD SET level when creating your campaign).
- Rather than assuming the first ad copy that pops into your head will work great, **TEST** as many variations as possible!
- On the AD level, while creating a new campaign, you can choose to “**Add Another Option**” for each ad copy field!
- There is no perfect ad copy formula! Instead you can TEST to see what works best with every varying target market!

Primary Text ⓘ

Tell people what your ad is about

[+ Add Another Option](#)

Headline (optional) ⓘ

Write a short headline

[+ Add Another Option](#)

Description (optional) ⓘ

Include additional details

[+ Add Another Option](#)



# Facebook Ad Copy Best Practices

- Track everything you **TEST!** While Facebook Ads Manager is great for looking at past ad campaigns, you should also create an excel doc to track every headline, ad copy, ad creative (image/video), clicks, engagement... **EVERYTHING** that results in leads/sales/customers!
- This document will start to become a real asset that will help you shape future ad copy and ad creative because you will be able to see which ad variables equal **RESULTS!**
- You can also use this document to **TRACK** what other companies are using for their Facebook ads. You will learn how to look at other brands Facebook/Instagram ads later in this lecture in “The Ultimate Ad Hack” section!

|   | A             | B             | C           | D       | E           | F      | G              | H                            |
|---|---------------|---------------|-------------|---------|-------------|--------|----------------|------------------------------|
| 1 | Campaign Name | Campaign Date | Ad Headline | Ad Copy | Ad Creative | Clicks | Cost Per Click | Cost Per Conversion/Purchase |
| 2 |               |               |             |         |             |        |                |                              |
| 3 |               |               |             |         |             |        |                |                              |
| 4 |               |               |             |         |             |        |                |                              |
| 5 |               |               |             |         |             |        |                |                              |



# Facebook Ad Copy Best Practices

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<https://www.facebook.com/policies/ads>

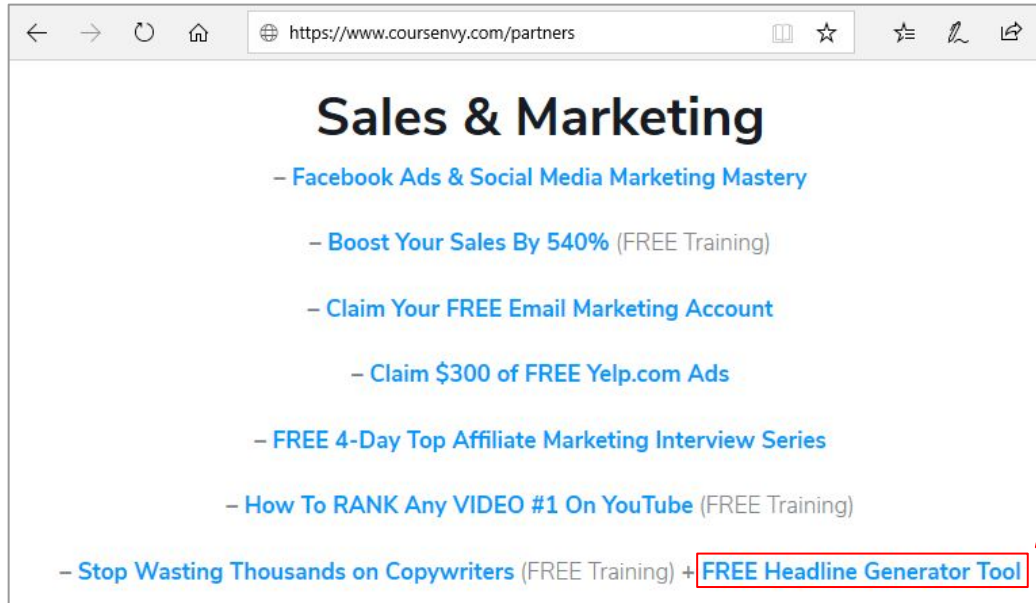
- A biggest issue I hear from students is their ads getting rejected. Before EVER creating a Facebook Ad, reading Facebook's Advertising Policies is required!
- The most common reason for rejected ads is "Misleading Claims". Ads must NOT contain unrealistic results or false claims.
- Never make a specific claim like "get rich/make money" or "lose XX pounds". Rather, keep your ad copy focused on hooking the users attention, piquing their curiosity, and selling the outcome!

**EXAMPLE:** *Interested in the BEST way to rapidly (and safely) transform your body...* 🙌

# FREE Headline Writing Software

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<https://www.coursenvy.com/partners>



← → ↻ 🏠 <https://www.coursenvy.com/partners> 📖 ☆ ⚙️ ✍️ 🔗

## Sales & Marketing

- Facebook Ads & Social Media Marketing Mastery
  - Boost Your Sales By 540% (FREE Training)
  - Claim Your FREE Email Marketing Account
    - Claim \$300 of FREE Yelp.com Ads
- FREE 4-Day Top Affiliate Marketing Interview Series
- How To RANK Any VIDEO #1 On YouTube (FREE Training)
- Stop Wasting Thousands on Copywriters (FREE Training) + **FREE Headline Generator Tool**

# Facebook Ad Creative

# Facebook Ad Creative Best Practices

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- The #1 rule for your Facebook Ad creative (images and videos) is to TEST TEST TEST!
- Like ad copy, there is NO perfect recipe for great ad creatives.
- You can ASSUME all day what you think will perform best with your audience, but until you test the image or video, you won't know which one gets more clicks and conversions!

# Facebook Ad Creative Best Practices

- You can test multiple images or videos in your ad by toggling on the **Dynamic Creative** option at the AD SET level when creating a new campaign.

The screenshot displays the Facebook Ads Manager interface during the 'New Ad Set' configuration stage. The breadcrumb trail at the top indicates the path: 'New Campaign' > 'New Ad Set' > '1 Ad'. The left sidebar contains navigation icons and a list of items: 'New Campaign', 'New Ad Set' (highlighted with a red arrow), and 'New Ad'. The main content area shows the 'Ad Set Name' field with the value 'New Ad Set'. Below this, the 'Traffic' section is visible, with 'Website' selected as the destination. The 'Dynamic Creative' section is also visible, with the toggle switch turned 'On' (indicated by a red arrow). The 'Budget & Schedule' section shows the 'Start Date' as 'Aug 11, 2020' and the time as '1:20 PM'.

# Facebook Ad Creative Best Practices

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- Look at TOP brands and competitors for inspiration!
- Always use HIGH resolution images.
- Avoid using stock photos! Users prefer AUTHENTIC images and videos, even if you are just using your cell phone to capture the media. We see amazing results from PERSONAL photos, such as a *customer selfie* with them holding our product (**PRO TIP:** I will run contests awarding a free gift card to my store for the BEST product selfie submission... win win)!
- Make your ad creative (and ad copy) RELEVANT to who you are delivering your ad to (e.g. if I am targeting DOG as the interest, having a dog in my photo is relevant to this audience).  
**EXAMPLE:** I will use an ATTENTION GRABBING image with a dog using my product for Top of Funnel cold users. Then I will use a product image slideshow/video with text overlay customer testimonials for my product, targeting my Bottom of Funnel warm user.
- Think MOBILE first. Don't include text so small on the image/video that users won't be able to read it on their phone.

# Facebook Ad Creative Case Study

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A great case study on ad creative testing is the Trump Facebook campaign from 2016.

They tested THOUSANDS of variables in their ad creatives including colors, logos, icons, buttons, images, faces, text, graphics, etc.

No matter your political party affiliation, this is a case study worth reviewing to understand the importance of split testing ad variables:

- Trump Facebook Campaign Manager [Video Link #1](#) + [Video Link #2](#)

# Creative Hub

You can test and build your brand's ad creative's using the [Facebook Creative Hub](#).

**Creative Hub**

Switch back to previous version   Coursenvy.com Ad Ac...   Start Guide   **Create Mockup**

**Welcome to Creative Hub**  
In Creative Hub, you can bring your creative ideas to life with mockups.

- Explore the range of creative ad formats and templates
- See what your ads will look like everywhere they'll appear
- When your mockups are ready, find them in Ads Manager to use in ad campaigns

**Create Mockup**   Learn More



# Creative Hub → Create Mockup

- You can use the Creative Hub Mockup tool to see how your ad creatives will look for each type of ad placement. Once complete, toggle on the **“Show in Ads Manager”** option and use this creative when building your next ad campaign.

The screenshot displays the Facebook Creative Hub interface. At the top, the navigation bar includes the Facebook logo, 'Creative Hub', a search bar, and user account information. Below the navigation bar, the left sidebar contains options for 'Mockups' and 'Untitled Ad'. The main content area is titled '15 Placements' and shows a grid of ad placement mockups. A red arrow points to the 'Show in Ads Manager' toggle switch in the top right corner of the interface.

**Ad Name** [Create Name Template](#)

Untitled Ad

**Facebook Page**

Select Page

**Format**

Choose how you'd like to structure your ad.

☒ Single Image or Video  
One image or video, or a slideshow with multiple images

☐ Carousel  
2 or more scrollable images or videos

**Default Mockup**

This is the mockup that will show in any placement you haven't edited

**Media**

Add Media

**15 Placements**

**Feeds**

- Facebook Feeds**  
Create a Facebook Page to show this type of ad
- Instagram Feed**  
Create a Facebook Page to show this type of ad
- Facebook Marketplace**  
Create a Facebook Page to show this type of ad
- Facebook Video Feeds**  
Create a Facebook Page to show this type of ad
- Facebook Right Column**  
Create a Facebook Page to show this type of ad

**Show in Ads Manager**

# Creative Hub → Create Mockup

- Using the Creative Hub Mockup tool is optional. I prefer building my ad creatives on Canva.com, then uploading them directly on the AD level when creating a new ad campaign.

The screenshot displays the Facebook Creative Hub interface. At the top, the navigation bar includes the Facebook logo, 'Creative Hub', a search bar, and a 'Coursenvy.com' dropdown. Below the navigation bar, the left sidebar contains sections for 'Ad Name' (with a 'Create Name Template' link), 'Facebook Page' (set to 'Coursenvy'), 'Instagram Account' (set to 'coursenvy'), 'Format' (with options for 'Single Image or Video' and 'Carousel'), 'Default Mockup' (with a description), and 'Media'. The main content area is titled '15 Placements' and shows a grid of mockups for various Facebook placements: 'Feeds', 'Feed', 'Marketplace', 'Video Feeds', and 'Right Column'. A red arrow points to the 'Show in Ads Manager' toggle switch in the top right corner of the main content area.

Mockups > pink BG girl - modMBA laptop ...

Ad Name [Create Name Template](#)

pink BG girl - modMBA laptop

Facebook Page

Coursenvy

Instagram Account

coursenvy

Format

Choose how you'd like to structure your ad.

☒ Single Image or Video  
One image or video, or a slideshow with multiple images

☐ Carousel  
2 or more scrollable images or videos

Default Mockup

This is the mockup that will show in any placement you haven't edited

Media

15 Placements

Feeds

Feed

Marketplace

Video Feeds

Right Column

Show in Ads Manager

# Ad Creative → Mockups

- When creating a new ad campaign on the AD level, you can select your past created **Mockups** (via Creative Hub) by clicking the “**Use Creative Hub Mockup**” option.

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation icons. The main area shows a breadcrumb trail: 'New Campaign' > 'New Ad Set' > 'New Ad'. A red arrow points to the 'New Ad' button in the left-hand menu. On the right, the 'Ad Setup' panel is visible, featuring a dropdown menu set to 'Create Ad'. Below this, three radio button options are shown: 'Create Ad' (selected), 'Use Existing Post', and 'Use Creative Hub Mockup'. A second red arrow points to the 'Use Creative Hub Mockup' option. Further down, the 'Fullscreen Mobile Experience' section has an unchecked checkbox for 'Add an Instant Experience'. The 'Ad Creative' section below provides instructions on selecting media, text, and destination, with links to 'Add Media', 'Create Slideshow', 'Create Video', and 'Learn More'. The 'Primary Text' field is partially visible at the bottom.

# Ad Creative → Create Ad

- The other option we use most often, is “Create Ad”.
- Then we will upload (or select) the ad media (image or video) we created via the **Add Media** menu.

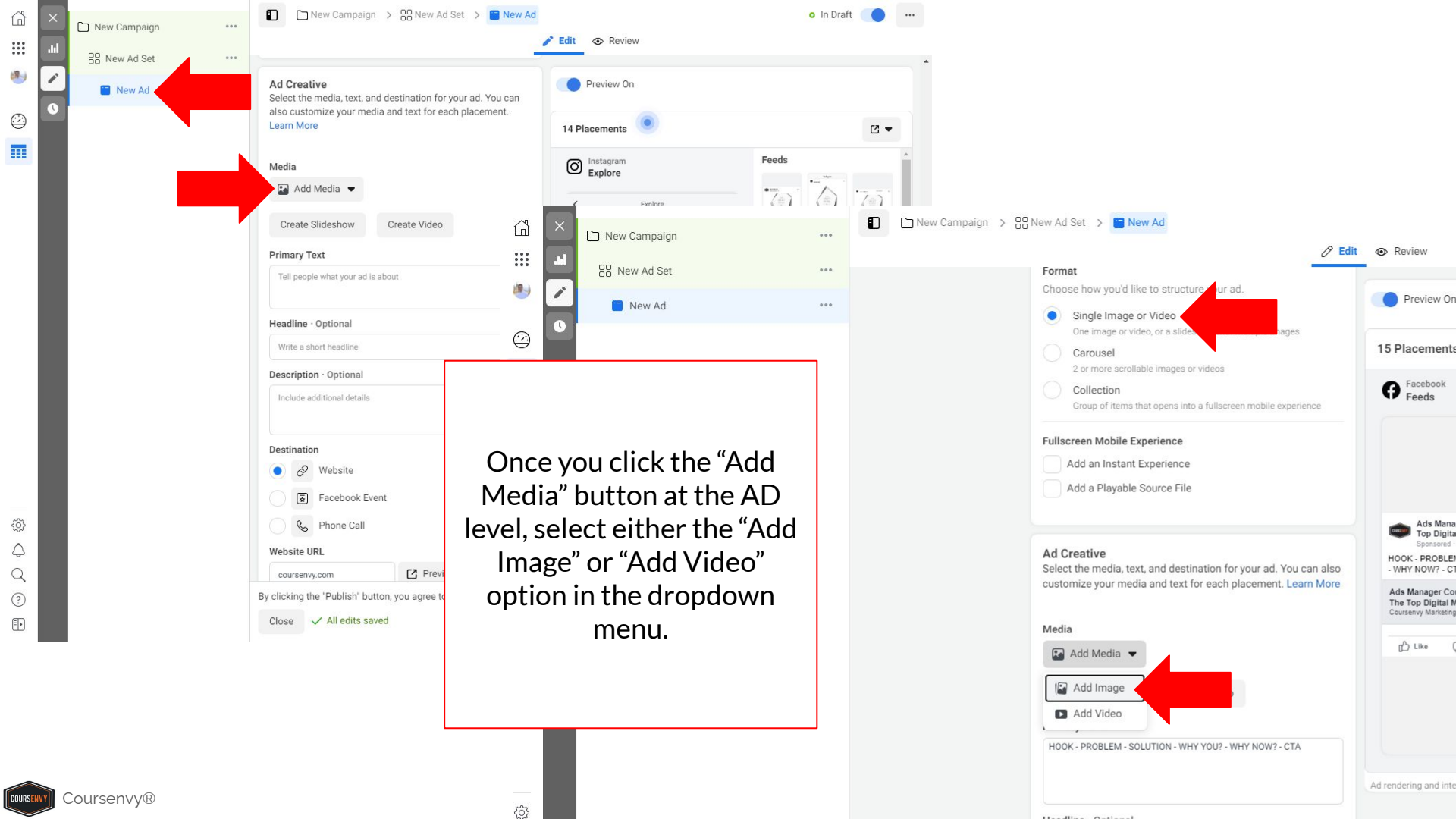
The screenshot displays the Facebook Ads interface. On the left, a sidebar contains navigation icons. The main area shows a breadcrumb trail: 'New Campaign' > 'New Ad Set' > 'New Ad'. A red arrow points to the 'New Ad' button in the left sidebar. Another red arrow points to the 'Create Ad' option in the 'Ad Setup' section, which is selected with a radio button. Below this, the 'Ad Creative' section is visible, featuring an 'Add Media' button with a camera icon, and buttons for 'Create Slideshow' and 'Create Video'. A red arrow from the text 'Add Media' in the list points to the 'Add Media' button. The 'Primary Text' section is partially visible at the bottom.

# PRO TIP: The Best Ad Creative Includes Text

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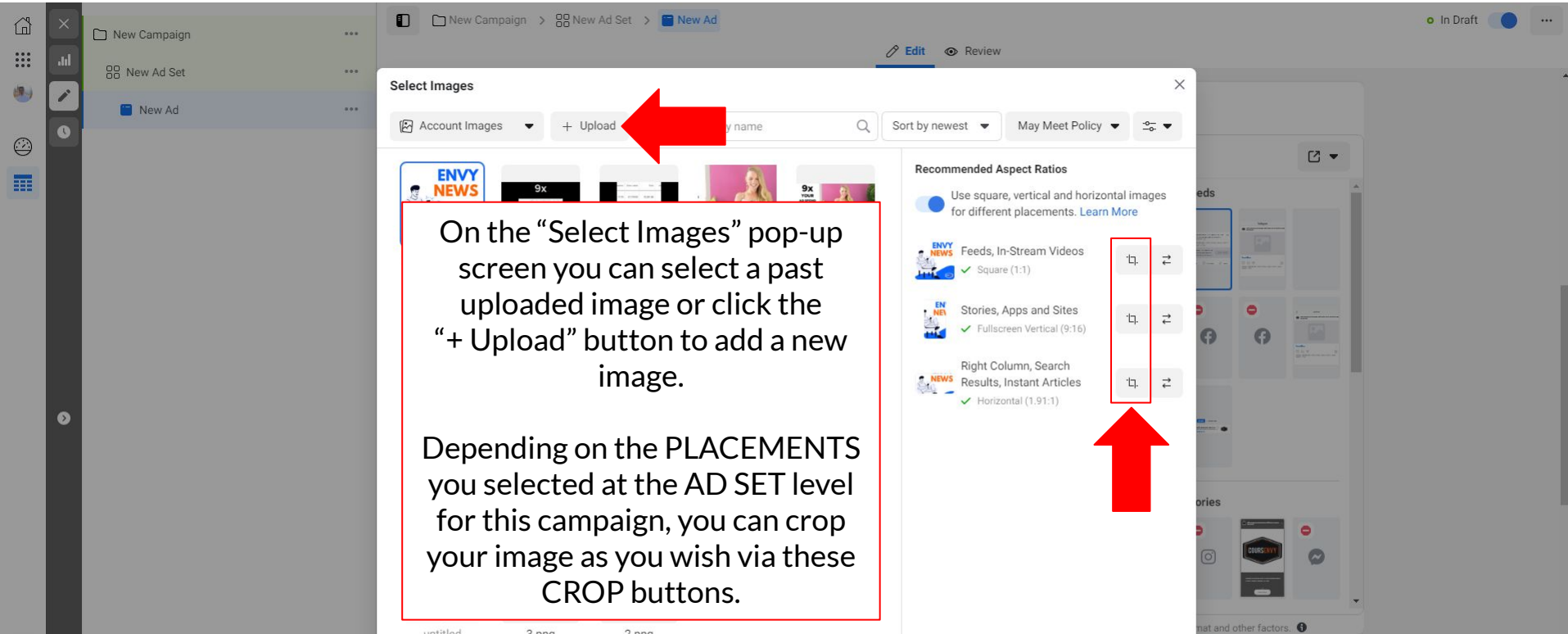
- Some of my best performing ads include the use of HAPPY and ATTRACTIVE people (specifically WOMEN)... so test using PEOPLE in your ad creatives!
- Make sure your images match the brains naturally reading flow... *top to bottom, left to right*. For this example, I want users to see the female student image first, then the “modMBA” brand logo on the laptop, then the text value proposition “**HERE'S WHAT I'D DO IF I HAD TO START OVER**”.
- I use bright colors and ATTENTION GRABBING text overlay on nearly ALL of my ad images and videos!





Once you click the "Add Media" button at the AD level, select either the "Add Image" or "Add Video" option in the dropdown menu.

# Crop Images

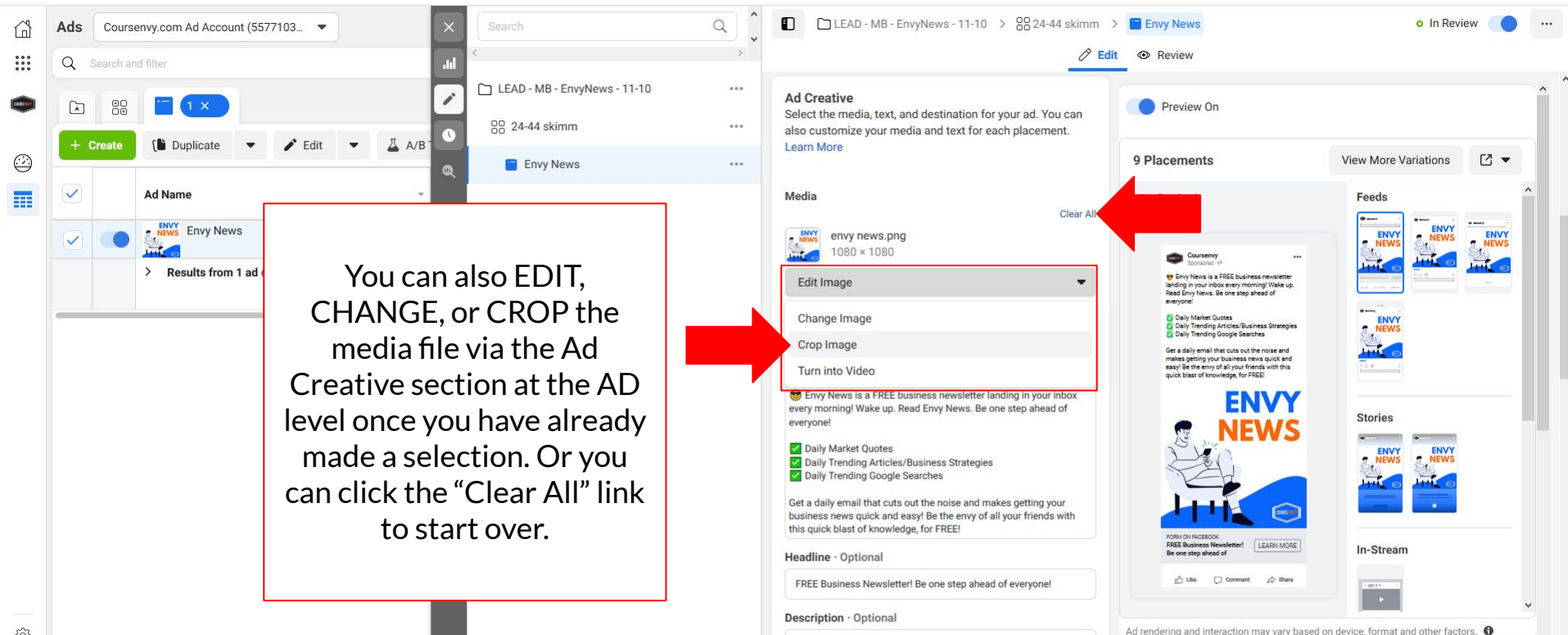


The screenshot shows the Facebook Ads interface with the 'Select Images' pop-up open. The pop-up has a search bar, a '+ Upload' button, and a list of images. A red arrow points to the '+ Upload' button. Below the image list, there is a section titled 'Recommended Aspect Ratios' with three options: 'Feeds, In-Stream Videos' (Square 1:1), 'Stories, Apps and Sites' (Fullscreen Vertical 9:16), and 'Right Column, Search Results, Instant Articles' (Horizontal 1.91:1). Each option has a crop icon and a 't' icon. A red arrow points to the crop icons. The background shows the Facebook Ads interface with a sidebar on the left and a top navigation bar.

On the “Select Images” pop-up screen you can select a past uploaded image or click the “+ Upload” button to add a new image.

Depending on the PLACEMENTS you selected at the AD SET level for this campaign, you can crop your image as you wish via these CROP buttons.

# Edit Images



**Ads** Coursenvy.com Ad Account (5577103...

Search and filter

LEAD - MB - EnvyNews - 11-10

24-44 skimm

Envy News

**Ad Name**

Envy News

Results from 1 ad

**Ad Creative**

Select the media, text, and destination for your ad. You can also customize your media and text for each placement.

[Learn More](#)

**Media**

envy news.png  
1080 x 1080

**Edit Image**

- Change Image
- Crop Image
- Turn into Video

[Clear All](#)

**9 Placements**

[View More Variations](#)

**Feeds**

**Stories**

**In-Stream**

**Headline - Optional**

FREE Business Newsletter! Be one step ahead of everyone!

**Description - Optional**

Envy News is a FREE business newsletter landing in your inbox every morning! Wake up. Read Envy News. Be one step ahead of everyone!

- ✓ Daily Market Quotes
- ✓ Daily Trending Articles/Business Strategies
- ✓ Daily Trending Google Searches

Get a daily email that cuts out the noise and makes getting your business news quick and easy! Be the envy of all your friends with this quick blast of knowledge, for FREE!

FORM ON FACEBOOK: FREE Business Newsletter! Be one step ahead of

[LEARN MORE](#)

Like Comment Share

Ad rendering and interaction may vary based on device, format and other factors.

**You can also EDIT, CHANGE, or CROP the media file via the Ad Creative section at the AD level once you have already made a selection. Or you can click the "Clear All" link to start over.**



# Text Overlay Split Test

Test including a CTA (Call-To-Action) **text overlay** above and/or below the image or video ad.

This really grabs the users attention when paired with a video!

<https://www.coursenvy.com/how-to-create-a-viral-video>

← → ↻ 🏠 <https://www.coursenvy.com/how-to-create-a-viral-video/>



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CON

## How to Create a Viral Video



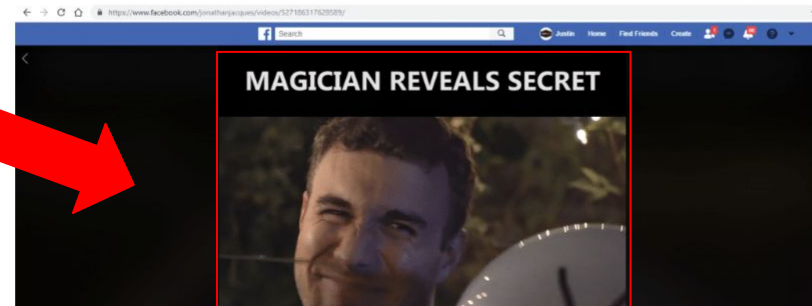
Are you taking advantage of videos yet on social media? Facebook and Instagram engagement rates are through the roof on video versus everything else (images and/or text only). So NOW is the time to begin creating videos the CORRECT way so they have the best chance to go viral! We have put together this **VIRAL VIDEO GROWTH HACK** guide just for our Coursenvy followers so you too can learn how to create a viral video!

Viral videos have a repeatable formula that not many people understand, nor follow and it really comes down to just a few simple steps. Let me show you an example:

### Viral Video Example

At the time of creating this post, one of my favorite viral video examples is **Beat Pain With Progress** by **Jonathan Jacques** (with over 30 million views):

<https://www.facebook.com/jonathanjacques/videos/527186317628589>



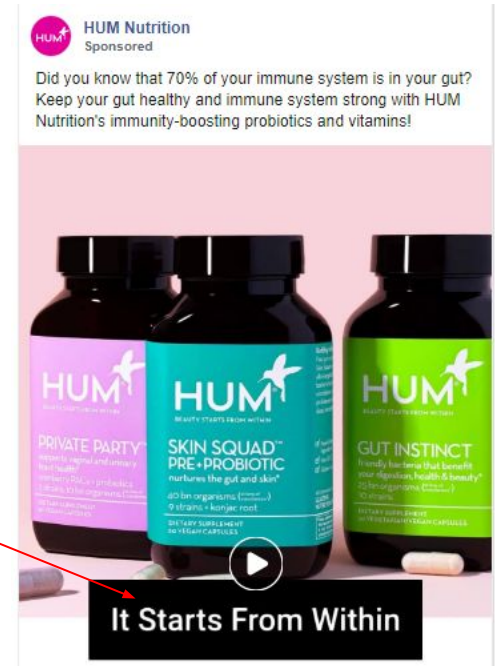
# Text Overlay Example

Use text overlay on videos or images to help sell what you stated in the ad copy.

EXAMPLE: <https://www.facebook.com/humnutrition>

This HUM Nutrition ad uses text overlay perfectly with bright visuals behind the black text bar stating the products **VALUE PROPOSITIONS** in a white text.

**PRO TIP:** We see great results from “product image slideshow” videos paired with written reviews appearing at the bottom of the video ad. We will also paste a written review with “★★★★★” for attention grabbing ad copy!



# Text Overlay Example

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Look at this example by:

<https://www.facebook.com/MyPillow>

They included their My Pillow LOGO for brand awareness in the image, as well as their CALL TO ACTION of “**BUY ONE GET ONE**”.

 MyPillow  
Sponsored

Buy One Get One FREE! Premium Classic MyPillow with  
Promo Code: F22  
Click or Call 800-973-8414



Queen Premium Classic  
**BUY ONE  
GET ONE**  
w/ promo code



MYPILOW.COM  
Promo code: F22  
Made with our patented interlocking fill Adjusts to your exact individual needs Machine washable and dryable 10-Year...

Shop N...

# The Ultimate Ad Hack

# The Ultimate Ad Hack

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How would you like to spy on your competitor's ads and see exactly what ad copy, images, and videos they are using?

Talk about saving time and money on testing! If you could look at what big brands, huge budgets, and PAID PROFESSIONAL TEAMS of marketers have split test and decided on as their final ads... this would be priceless information, right?!

Well it is possible with the **Facebook Ad Library**!

# Step #1 For Every Client

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When we get a new marketing client lead at Coursenvy, the FIRST thing we do is market research!

What are competitors of this brand doing online?

What keywords, phrases, and copywriting do they use in their ads and landing pages?

What types of visuals are being used to convey their value proposition?

See How We Breakdown Our Coursenvy Marketing Ad Agency Packages:

<https://learn.coursenvy.com/p/coursenvy-marketing-ad-agency-packages>

# Facebook Ad Library

[www.facebook.com/ads/library](https://www.facebook.com/ads/library)

Click "Search all" and then search for a Facebook Page name.

## Ad Library

The ad library provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Facebook apps and services, including Instagram.



### Search Ads

Choose a category to start your search.

Issues, Elections or Politics

Housing

Search all



Search all ads currently running. For more ways to search and access to additional filters, search by category.

Search for ads by advertiser name



Search all Winc

X Q



Winc

@winc

464,932 likes • Winery/Vineyard

@winc

132,290 followers

## Page transparency

[See More](#)

Page created Jun 18, 2011

Page name changed 4 times

Primary country/region location for people who manage this Page includes: United States (91), Philippines (5), Brazil (1), India (1), Singapore (1)

~43 results

All Ads

Issues, Elections or Politics

Filter By:

United States

Impressions by Recency

Platform

i

Sort by

Launched June 2020

3

Active  
Started running on Jun 23, 2020  
ID: 274439993796566

Winc  
Sponsored

"The Netflix of wine."

High quality wines for any budget  
Curated by over 5 million member ratings  
Filter by low sugar, vegan, and more

LIMITED TIME ONLY!  
**Get 50% Off**  
your first order + \$0 shipping

2

Active  
Started running on Jun 23, 2020  
ID: 622360825304317

Winc  
Sponsored

"This Wine Subscription Will Change Your Life!" - BuzzFeed

High quality wines for any budget  
Curated by over 5 million member ratings  
Filter by low sugar, vegan, and more

Out of wine?  
Stock up online.

2

Active  
Started running on Jun 23, 2020  
ID: 760341818108630

Winc  
Sponsored

"This Wine Subscription Will Change Your Life!" - BuzzFeed

High quality wines for any budget  
Curated by over 5 million member ratings  
Filter by low sugar, vegan, and more

Out of wine?  
Stock up online.

50% Off

For this example, I searched the wine subscription company "WINC".



Search all Winc

**Winc**  
@winc  
464,932 likes • Winery/Vineyard  
@winc  
132,290 followers

**Page transparency** See More

- Page created Jun 18, 2011
- Page name changed 4 times
- Primary country/region location for people who manage this Page includes: United States (91), Philippines (5), Brazil (1), India (1), Singapore (1)

~43 results

All Ads

Issues, Elections or Politics

Filter By:

United States

Impressions by Recency

Platform

Sort by

Launched June 2020

3 Active  
Started running on Jun 23, 2020  
ID: 274439993796566

Winc Sponsored

"The Netflix of wine."

High quality wines for any budget  
Curated by over 5 million member ratings  
Filter by low sugar, vegan, and more

LIMITED TIME ONLY!  
**Get 50% Off**  
your first order + \$0 shipping

2 Active  
Started running on Jun 23, 2020  
ID: 622360825304317

Winc Sponsored

"This Wine Subscription Will Change Your Life!" - BuzzFeed

High quality wines for any budget  
Curated by over 5 million member ratings  
Filter by low sugar, vegan, and more

Out of wine?  
Stock up online.

2 Active  
Started running on Jun 23, 2020  
ID: 760341818108630

Winc Sponsored

"This Wine Subscription Will Change Your Life!" - BuzzFeed

High quality wines for any budget  
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Filter by low sugar, vegan, and more

Out of wine?  
Stock up online.

50% Off

Scroll down to  
view all the  
active ads.



Filter By: United States ▼

● Active  
Started running on Jun 5, 2019

This ad has multiple versions. ⓘ

**Winc**  
Sponsored

"This Wine Subscription Will Change Your Life!" - BUZZFEED



Get \$20 Off First Order >>  
Let there be wine!  
GET \$20 OFF FIRST ORDER >>

[Learn More](#)

[See Ad Details](#)

● Active  
Started running on Jun 5, 2019

This ad has multiple versions. ⓘ

**Winc**  
Sponsored

1. Take our wine taste quiz. 2. Get wines matched to your palate. 3. Enjoy \$20 off your first box. 4. Discover your new favorite bottles.



Take the Quiz, Discover Your Bottles >>  
Winc promotions are an instant rebate applied to a portion of the purchase price of each product, shipping and handling. All...  
TAKE THE QUIZ, DISCOVER YOUR BOTTLES >>

[Learn More](#)

[See Ad Details](#)

● Active  
Started running on Jun 4, 2019

**Winc**  
Sponsored

Get expertly curated wines delivered to your door every month.

♥ Bottles start at just \$13.  
📦 Shipping included.  
📅 No monthly commitment.



Enjoy \$20 Off Your First Box >>  
Winc promotions are an instant rebate applied to a portion of the purchase price of each product, shipping and handling. All...  
WINC.COM

[Learn More](#)

[See Ad Details](#)

I like to scroll all the way to the bottom to see the ads that have been running the longest as these are typically not split tests (i.e. new ads).

I want to see the tried and true long term ads as these are a culmination of the best variables!

Filter By: United States ▼

● Active  
Started running on Jun 5, 2019

This ad has multiple versions. ⓘ

**Winc**  
Sponsored

"This Wine Subscription Will Change Your Life!" - BUZZFEED



Get \$20 Off First Order >>  
Let there be wine!  
GET \$20 OFF FIRST ORDER >>

[Learn More](#)

[See Ad Details](#)

● Active  
Started running on Jun 5, 2019

This ad has multiple versions. ⓘ

**Winc**  
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1. Take our wine taste quiz. 2. Get wines matched to your palate. 3. Enjoy \$20 off your first box. 4. Discover your new favorite bottles.



Take the Quiz, Discover Your Bottles >>  
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TAKE THE QUIZ, DISCOVER YOUR BOTTLES >>

[Learn More](#)

[See Ad Details](#)

● Active  
Started running on Jun 4, 2019

**Winc**  
Sponsored

Get expertly curated wines delivered to your door every month.

♥ Bottles start at just \$13.  
📦 Shipping included.  
🗓 No monthly commitment.



Enjoy \$20 Off Your First Box >>  
Winc promotions are an instant rebate applied to a portion of the purchase price of each product, shipping and handling. All...  
WINC.COM

[Learn More](#)

[See Ad Details](#)

To learn more about the ad, click the "See Ad Details" link.

Multiple versions of this ad ⓘ

◀ 1 of 2 ▶

**Winc**  
Sponsored  
ID: 1448602528675720

"Winc is like having thousands of wine enthusiasts pick out bottles just for you." ✨

- 🍷 High quality wines for any budget
- ⭐ Curated by over 5 million member ratings
- 🌱 Filter by low sugar, vegan, and more

**"The ratings help me sip more, search less, and save \$."**

**50% Off**



**Limited time only!**

WINC.COM  
Get 50% Off Your First Order  
\$0 shipping. Zero regrets.

Get Offer

**Winc**

**More info**  
\$20 off your first month: winc.com/facebook

On this page we can review ad variations.

Multiple versions of this ad ⓘ

◀ 1 of 2 ▶



Winc  
Sponsored

ID: 1448602528675720

"Winc is like having thousands of wine enthusiasts pick out bottles just for you." ✨

- 🍷 High quality wines for any budget
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- 🌱 Filter by low sugar, vegan, and more

"The ratings help me  
sip more, search less,  
and save \$."

50%  
Off

Limited time only!

WINC.COM

Get 50% Off Your First Order  
\$0 shipping. Zero regrets.

Get Offer

About the Page



Winc

More info

\$20 off your first month: [winc.com/facebook](https://winc.com/facebook)

Analyze, document, and pull  
inspiration from the ad copy  
and images/videos.



Multiple versions of this ad ⓘ

◀ 1 of 2 ▶



Winc  
Sponsored

ID: 1448602528675720

"Winc is like having thousands of wine enthusiasts pick out bottles just for you." ✨

- 🍷 High quality wines for any budget
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WINC.COM  
Get 50% Off Your First Order  
\$0 shipping. Zero regrets.

Get Offer

About the Page



Winc

More info

\$20 off your first month: winc.com/facebook

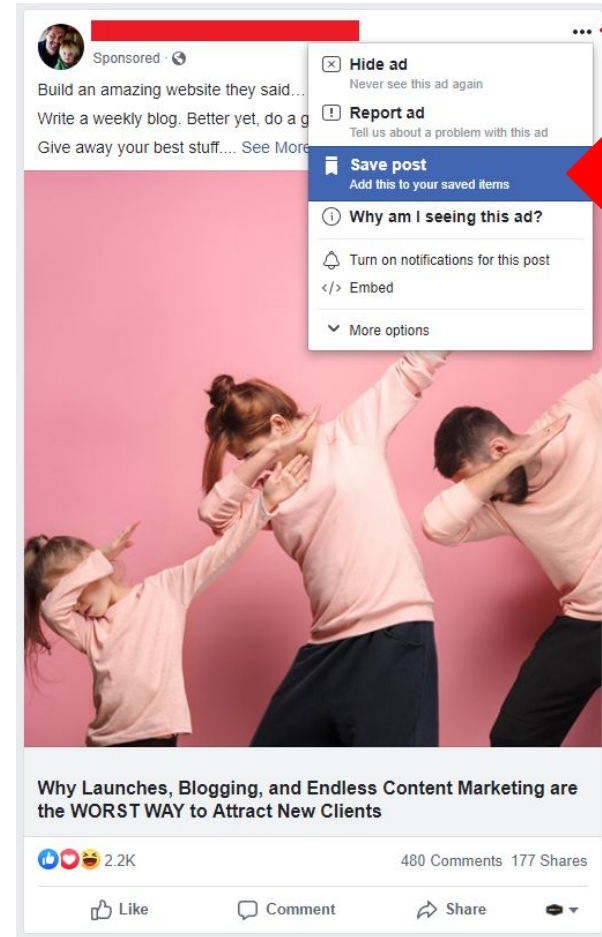
Click the CTA button and review the landing page. This is key as the landing page is just as important as the ad itself. Big companies split test landing pages too to minimize holes in their sales funnel (i.e. where customers exit).



# Save Facebook Ads

<https://www.facebook.com/saved>

- Has an ad ever grabbed your attention while browsing social media? Next time, SAVE IT and use it as inspiration for your future ads.
- To save Facebook ads that catch your attention when scrolling your feed, click the “3 dots” menu in the top right corner of the post.
- In the dropdown menu, select the “Save post” option.
- Then just navigate to the URL above to view past posts/ads you have saved.



# What Are Big Brands Doing?

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Often times students think they have to be original and create their own unique ad copy and creative. While I agree to a certain extent, you also want to use every resource available to you, including researching your competitors and BIG brands (they have TEAMS in place for marketing and 6-7 figure ad budgets, so why not reverse engineer what they are doing for your own brand)!

- Google your competitors and BIG brands in your niche. Click on their Google Ads and websites to review their landing pages (make sure to write down notes and screenshot each step of their sales funnel)! Make sure to keep an eye out for RETARGETING ads you get from this brand, so you can screenshot and review them further too.
- Use the Facebook Ad Library to review various brand's Facebook and Instagram ads.
- Use the Chrome Extension "Facebook Pixel Helper" to review competitors pages for Facebook Events they are tracking.



# Best Facebook Ad Examples

# Best Facebook Ad Examples

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**The Best Facebook Ad Examples:**

**<https://www.coursenvy.com/best-facebook-ad-examples>**

**View the BEST ads selected by Facebook:**

**<https://www.facebook.com/business/inspiration>**

# PRO TIP: Best Facebook Ad Boost

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- Get Facebook users to not only stop scrolling in their feed because of your perfect ad ELEMENTS/VARIABLES, but also because of your ads high “clout” on Facebook.
- By clout I mean engagement with your post via likes, comments, and shares!

**Clout = Social Engagement**

Once you have split test all your AD level variables and found the best performing ad copy and ad creative, create that ad as a POST on your Facebook Page.

Then boost that post to build up the engagement ("clout").

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation icons and a menu with 'New Campaign', 'New Ad Set', and 'New Ad'. A red arrow points to 'New Campaign'. The main area shows the 'Campaign Details' section. Under 'Buying Type', 'Auction' is selected. Under 'Campaign Objective', 'Engagement' is selected, with a red arrow pointing to it. Below this, 'Post engagement' is selected under 'Engagement Type', also with a red arrow pointing to it. The 'Post engagement' description reads: 'Get more Page likes, event responses, or post reacts, comments or shares.' At the bottom, there is a 'Next' button and a status bar indicating 'All edits saved'.

**Campaign Details**

**Buying Type**

Auction

**Campaign Objective**

**Awareness**

☐ Brand awareness

☐ Reach

**Consideration**

☐ Traffic

☒ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

**Conversion**

☐ Conversions

☐ Catalog sales

☐ Store traffic

**Post engagement**

Get more Page likes, event responses, or post reacts, comments or shares.

**Engagement Type**

☒ Post engagement

☐ Page likes

☐ Event responses

Show More Options

Close ✓ All edits saved

Next

# Cheap Engagement

---

Since we are only looking for social clout (likes, comments, shares) and don't plan to retarget this posts engagement via a Custom Audience...

Before we use this post for our CONVERSION objective ads, we can get this clout for PENNIES by targeting locations on our “cheap countries list”:

[www.coursenvy.com/cheapest-countries-facebook-likes](http://www.coursenvy.com/cheapest-countries-facebook-likes)

With as little as \$10-\$20 you can get very high engagement numbers on your post by targeting these cheap countries with a POST ENGAGEMENT ad.

Yes, these aren't your target customers, but this doesn't matter... this is just a HACK for CHEAP post clout!

The image shows the Facebook Ads Manager interface. A red arrow points to the 'New Campaign' button in the top left sidebar. The main content area shows the 'Campaign Details' section. Under 'Buying Type', 'Auction' is selected. Under 'Campaign Objective', 'Engagement' is selected. Under 'Engagement Type', 'Post engagement' is selected. A red arrow points to the 'Post engagement' option. The 'Post engagement' description reads: 'Get more Page likes, event responses, or post reacts, comments or shares.' At the bottom right, there is a 'Next' button.

**Campaign Details**

**Buying Type**

Auction

**Campaign Objective**

Awareness  
☐ Brand awareness  
☐ Reach

Consideration  
☐ Traffic  
☒ Engagement  
☐ App installs  
☐ Video views  
☐ Lead generation  
☐ Messages

Conversion  
☐ Conversions  
☐ Catalog sales  
☐ Store traffic

**Post engagement**

Get more Page likes, event responses, or post reacts, comments or shares.

**Engagement Type**

☒ Post engagement  
☐ Page likes  
☐ Event responses

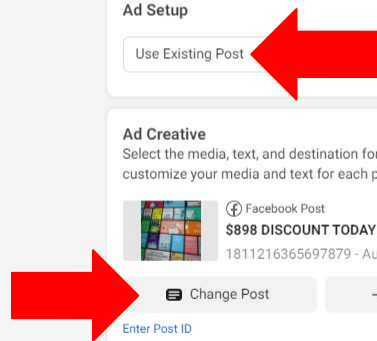
Show More Options

Close ✓ All edits saved

Next

Then you can use this  
“high clout” post in all  
relevant ad campaigns  
in the future (i.e.  
CONVERSION  
objective campaigns  
targeting your actual  
customers via Custom  
Audiences, etc.)

Select “Use Existing  
Post” under Ad Setup  
at the AD level. Then  
select your post.



New Campaign > New Ad Set > New Ad

[Edit](#) [Review](#)

[In Draft](#)

**Ad Name**  
New Ad

**Identity**  
Facebook Page: Coursenvy  
Instagram Account: coursenvy

**Ad Setup**  
Use Existing Post

**Ad Creative**  
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

 Facebook Post  
\$898 DISCOUNT TODAY ONLY...  
1811216365697879 - Aug 11, 2020

[Change Post](#) [+ Create Post](#)

[Enter Post ID](#)

**Call To Action**  
Sign Up  
[https://learn.coursenvy.com/p/modmba?utm\\_source=CONV-modMBA-...](https://learn.coursenvy.com/p/modmba?utm_source=CONV-modMBA-...)

**8 Placements**

Facebook Feeds

Feeds

In-Stream

In-Article

Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

[Close](#) [All edits saved](#)

[Back](#) [Publish](#)

Users will stop  
scrolling down  
their newsfeed the  
second they see  
this PERFECT AD  
and HIGH SOCIAL  
CLOUT!

